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MECHANISMS TO ENSURE SUSTAINABLE DEVELOPMENT OF TRADE ENTERPRISES

Mechanisms to ensure sustainable development in a competitive environment based on the definition of internal and external contours functioning and identify their effective interaction.

Within this approach must be an effective management of development and the ability to maintain stable equilibrium state trade enterprises in the consumer market.

To this end, mechanisms to ensure the sustainable development of trade enterprises implemented by appropriate control units, including analytical unit, which includes trending process development and evaluation of economic viability; formation management decisions; motive power; block implementation of administrative decisions.

Methodical approach to mechanisms to ensure sustainable economic development of trade enterprises is revealed through a series of harmonized in space and time steps.

First is the need to develop awareness and formulation development goals of trade enterprises that is determined by the priorities of the entities formed vision of the outcome of the implementation process and potential state trade enterprises both in the short and in the long run.

Then a study of the current state of trade enterprises, including analysis of the impacts of external and internal environment, resulting in the construction of SWOT-matrix and rapid diagnosis of the main indicators of economic activity. This analysis provides background information to identify the benefits of the current state and predicting changes in the realization of complex temporal context.

Building a model of hierarchical diagnosis of potential conditions based on the fact that the concept of trade enterprise is inextricably linked to its resource potential, as the management of sustainable economic development should be considered not only present the possibility of changing the quality of, and potential and caused a certain amount of internal factors and the external environment.

Based on the essential characteristics of potential survival, sustainability and capacity-building for sustainable development, we can talk about the three-tier model of sustainable economic development of trade enterprises. A key element methodical approach to the sustainable economic development of trade enterprises are defined diagnostic components of three levels model for further study of the vector and its most optimal trajectory.

Accordingly, the basis of methodological approach to sustainable economic development model is hierarchical diagnostic potential state trade enterprises.

Also mechanisms include the definition of attribute characteristics. First, on the basis of the diagnosis defined the vector of development, its orientation.

An important element is the study of mechanisms of a strategy of sustainable development of trade enterprises, which includes the development of strategic measures to make the transition from the starting point (the current state of the entity) to a new qualitative state according to the chosen vector of the defined path that lies within the area of sustainable

As a result of the existing strategy of developing tactical and operational management platform of sustainable development of trade enterprises that decomposition is defined in the previous step policies. Particular attention should be paid to the rational use of resources trade enterprises as rational allocation and efficient use of resources of all kinds and the formation of the required amount of resource potential is an objective condition for qualitative growth. Interaction with external trade enterprises microenvironment carries the largest number of risks that are effective in the control system can be promptly identified, which will develop a range of measures to prevent the loss of stability due to the risks identified in the initiation and implementation processes of the enterprise.